

Orange County Region

Orange County



REGIONAL LEAD AGENCIES

California Project LEAN

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5 a Day-Power Play! Campaign

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COMMUNITY ACTION PARTNERSHIP OF ORANGE COUNTY*5 a Day–Power Play! Campaign***Carolina White**

Community Action Partnership of Orange County
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Grant Amount:**\$100,000****Year First Funded:****FFY 2003**Target Audience

- Ages: Grades 4, 5
- Language: Spanish, English

Settings

School; Grocery Store; Farmers' Market; Restaurant; Community youth organizations; Community events; Media

Partners

Schools; School Food Service; Local Health Department; Parks and Recreation; University of California Cooperative Extension; Community youth organizations; Supermarkets; Farmers' markets; Restaurants; Media

Description

The Community Action Partnership of Orange County acts as the Orange County Region lead agency for the *California Children's 5 a Day–Power Play! Campaign*. During 2003, the region will reach 9- to 11-year-old children with the *5 a Day* and physical activity messages through activities conducted with schools, community youth organizations, farmers' markets, supermarkets, food services/ restaurants and the media. The lead agency will recruit participation from a variety of community organizations; provide training and technical assistance; lead policy, environmental and/or systems changes within the region; conduct media and public relations outreach; enhance connections among participating organizations; and facilitate a community coalition. Through these activities, the lead agency will ensure that the *Campaign* achieves at least 61,000 impressions with the region's 30,800 low-income 9- to 11-year-old children. The Orange County Region includes only Orange County.

FULLERTON COLLEGE—NORTH ORANGE COUNTY COMMUNITY COLLEGE DISTRICT*LIA—College/University Channel*

Renee Swain	Local Share:	\$354,280
321 East Chapman Avenue	State Share:	\$177,112
Fullerton, CA 92832	Year First Funded:	FFY 2002
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Target Audience

- Ages: PreKindergarten; Young Adults; Adults; Seniors
- Ethnicities: Asian (14%); African American (9%); Latino (33%); Caucasian (44%)

Settings

Community Center; Clinic; Farmers' Market

Partners

2 partners from: Schools; Local Health Department; College/University

Description

Fullerton College Nutrition Network (FCNN) is comprised of multiple college departments including the Health Services Department, CalWORKs, Child Development Centers, Financial Aid, Wellness Center, and the CARE Program.

The FCNN will create and distribute a bilingual (English/Spanish) monthly nutrition education newsletter as well as the distribution of a Fitness and Nutrition Calendar of local community nutrition and fitness activities available for individuals to attend and participate. The Fullerton College 5 a Day Nutrition and Fitness Website highlights our program and provides information on nutrition and fitness, promotes enrollment in free and no-cost physical activities at our campus and in the community, provides links to sources of produce, and government social service entities that provide enrollment in WIC and Food Stamps programs.

The FDNN conducts an annual health fair and four Health Events with guest speakers on nutrition and fitness, referrals to nutrition education resources such as WIC, County/City Programs, Nutritionists, and Community Physicians. The College will host two Health and Nutrition Fairs to include guest speakers on fitness, nutrition, and other healthy lifestyle choices at our Wilshire Auditorium in May and September.

The FDNN conducts twenty-eight, hands-on, 2-hour Nutrition and Education Classes covering the 5 a Day message, and applied nutrition and fitness principles. Trainings are held at the Campus Child Development Centers and Wellness Center four times each month. Peer Counselors provide Nutrition and Fitness Counseling at the campus health center for students who have completed Food and Nutrition, Health, and Physical Fitness methodology training coursework.

HUNTINGTON BEACH UNION HIGH SCHOOL DISTRICT*LIA—School/District Channel***Kari Tuggle**

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Local Share:

\$437,713

State Share:

\$218,857

Year First Funded:

FFY 1999

Target Audience

- Ages: Grades 1-5, 9-12; Adults
- Ethnicities: Asian (45%); African American (1%); Latino (31%); Native American (5%); Pacific Islander (2%); Caucasian (15%); Egypt/Iran/Lebanon (0.9%)
- Language: Spanish, Vietnamese, English

Settings

School

Partners

5 partners from: Schools; School Food Service; College/University; University of California Cooperative Extension; Westminster Community Center

Description

The *Network*-funded projects at Huntington Beach Union High School District have been successful in promoting nutrition and physical activity to high school students, parents, teachers, and staff. Healthy eating and physical activity messages are posted on the school's menus, website, and bulletin and in the Principal's newsletter, enabling them to reach parents and students with nutrition messages. Parent classes are offered to help bring nutrition messages into the home and a Nutrition Library and Resource Center is available to teachers, students, and staff. The student Adventure and Nutrition Club promotes nutrition and physical activity with group activities such as organized walks and healthy snack demonstrations. The student Nutrition Advocate Club promotes nutrition to the general student population with noontime food demonstrations and special events. During National Nutrition Month an essay contest is hosted and mini-lectures are presented to students and staff. International Walk to School Day is celebrated to promote the benefits of walking and to help establish safe routes to school. Other major promotional events include National School Lunch week and National 5 A Day Week. A student run farmers' market works to bring produce from the student farm to the students, teachers, and staff. The nutrition and health benefits of produce items are highlighted along with production information and recipe ideas. Future plans for *Network* activities include bringing a healthy snack bar to school events and student fieldtrips to local restaurants to evaluate their menus. They will also continue to promote the integration of nutrition education in the classroom.

NEWPORT—MESA UNIFIED SCHOOL DISTRICT*LIA—School/District Channel***Sharon Moore**2985 Bear Street, Bldg. E
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Local Share:**\$459,183****State Share:****\$229,592****Year First Funded:****FFY 2001**Target Audience

- Ages: PreKindergarten; Grades 1-12; Young Adults; Adults
- Ethnicities: Asian (4%); African American (1%); Latino (66%); Caucasian (29%)
- Language: Spanish, English

Settings

School

Partners

1 partner from: Health Service Dept. of Newport-Mesa Unified School District

Description

Newport-Mesa Unified School District Nutrition Network is providing student lessons and parent classes in nutrition, physical activity promotion, and information on food assistance programs. Lesson and class topics include the importance of eating 5 or more fruits and vegetables a day, the Food Guide Pyramid, label reading, food safety/sanitation. Activities include demonstrating the preparation of healthy snacks and promoting the importance of physical activity to students in Project SUCCESS, an after-school program for students. High school students are taught healthier eating habits through use of the Healthy Index website and the formation of a student nutrition advisory committee which will seek ways to further promote these goals. Preschool-aged children are targeted with the 5 a Day nutrition message through classroom activities such as poster contests, mural paintings, marquee messages, and nutrition lesson plans linking gardening concepts to the 5 a Day message. The District Network team has launched the "Breakfast Club" at schools to promote participation in the National School Breakfast Program.

A website has been developed to provide the local school community access to reliable nutrition resources and promote the National School Lunch and Breakfast Programs. A monthly newsletter promotes the Harvest of the Month theme featuring a fruit and/or vegetable. The newsletter offers teachers information and ideas on promoting a fruit or vegetable for the month. The District Network team also seeks, whenever possible, to use local media to promote nutrition-related concepts and topics.

ORANGE COUNTY, CHILDREN AND FAMILIES COMMISSION OF*LIA—Local Health Department Channel*

Marianne Foust	Local Share:	\$369,796
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Los Alamitos, CA 90720	Year First Funded:	FFY 2002
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Target Audience

- Ages: PreKindergarten
- Ethnicities: Asian (10.8%); African American (1.4%); Latino (46.8%); Native American (0.2%); Pacific Islander (4.3%); Caucasian (36.5%)
- Language: Spanish, Vietnamese, English

Settings

Community Center; School; Early Care and Education

Partners

60 partners from: Schools; Local Health Department; Early Care and Education; Family Resource Centers; High Birth Hospitals; local foundations

Description

The Children and Families Commission of Orange County plans to provide leadership and technical assistance in the development, implementation, and evaluation of nutrition education and physical activity programs in child care agencies and after school programs in low-income neighborhoods in Orange County. The Commission will hire two Kid Healthy Coordinators who will compile existing nutrition and fitness community resources and create a kid healthy resource library and outreach materials. The Kid Healthy Coordinators will distribute outreach material to family licensed day care providers, school readiness coordinators, and preschool and after-school programs in low-income areas. The Kid Healthy Coordinators will also work with early care and education service providers and school readiness coordinators to coordinate, link, and identify barriers to food security programs for low-income eligible families with young children participating in the child care and school programs of Orange County.

ORANGE COUNTY DEPARTMENT OF EDUCATION*LIA—County Office of Education Channel***Yvonne Ortega, MS, RD**

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Local Share:**\$514,155****State Share:****\$257,078****Year First Funded:****FFY 2001**Target Audience

- Ages: All Ages
- Ethnicities: Asian (4.6%); African American (3.7%); Latino (54%); Native American (0.3%); Pacific Islander (0.7%); Caucasian (24%); Other (13%)
- Language: Spanish, Vietnamese, Tagalog, English

Settings

School

Partners

50 partners from: Schools; Local Health Department; Parks and Recreation; Project LEAN; College/University; University of California Cooperative Extension; Local Department of Social Services

Description

The Orange County Superintendent of Schools—Division of Alternative Education—Alternative, Community, and Correctional Education Schools and Services (ACCESS) exists to bring educational options to youth who are not currently attending school in their local districts. Most students referred to ACCESS are in one of the following categories: Youth who are referred by local school districts; youth and parents who choose to participate in the home-schooling program; youth who are temporarily in group homes; youth who are incarcerated in local facilities; youth who are on probation; youth who are parents; and youth who are homeless.

Since the population is unique and transit, they decided to teach our students about nutrition and promote physical activity through teachers. The agency provides teacher trainings based on SHAPE and California Department of Education's 10 Nutrition Competencies. The trained teaching staff will implement an enhanced nutrition education program and physical activity promotion for students in their classroom by using teacher modules and curriculum and will include the following activities:

- Promoting classroom art projects on healthy eating topics.
- Providing chefs in the classroom demonstrating hands-on cooking of healthy food choices.
- Organize and provide field trips to local farms and neighborhood and university gardens.
- Other topics include label reading, healthy snacks, and meal planning.

ORANGE COUNTY HEALTH CARE AGENCY*California Project LEAN Regional Lead Agency*

Maridet Ibañez, RD	Local Share:	\$1,660,172
HCA-Nutrition Services	State Share:	\$830,086
1725 W. 17th Street	Grant Amount:	\$69,047
Santa Ana, CA 92706	Bone Health Grant Amount:	\$50,000
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Target Audience

- Ages: All Ages
- Ethnicities: Asian (9%); African American (1%); Latino (72%); Pacific Islander (1%); Caucasian (17%)
- Language: Spanish, Vietnamese, English

Settings

Community Center; Clinic; School; Grocery Store; Farmers' Market; Faith Organization; Community-based organizations

Partners

60 partners from: Schools; School Food Service; Local Health Department; Parks and Recreation; Project LEAN; College/University; University of California Cooperative Extension; Local Department of Social Services; Youth Programs; local health care professionals; PTA; Community-based organizations

Description

The Orange County LEAN local lead agency coordinates communication and strengthens relationships with all *Network*-funded Local Incentive Awardees and Special Projects in the region. The region provides expertise for media inquiries and activities occurring in the region and will be coordinating activities in for State-sponsored media campaigns such as National 5 A Day Week.

The region's Community-Based Social Marketing Project is to increase consumption of fruits and/or vegetables in low-income teen girls of Asian-Pacific Islander and African-American descent within two Orange county islands (Independencia and El Modena). The Regional Coordinator is forming a LEAN Coalition of interested partners from existing community groups such as the Anemia Task Force and the Children and Weight Group.

The region also has contracted Latino Health Access to conduct the California Bone Health Campaign "Mas Leche 1%, Huesos Fuertes, Familia Saludable" for low-income, Spanish-speaking Latino mothers in Santa Ana. Intervention activities include taste tests and distribution of promotional literature in five retail grocery stores and large community events, and Promotoras de Salud (community health workers)-led classes for the target audience. Spanish-language radio and television commercials will run in the target area. A policy or organizational change will be identified, strategized, and implemented in 2003.

The region provides nutrition education in small group settings to low-income residents of Orange County. Nutrition information will be distributed through classes and presentation to Family Resource Centers, county high schools, the Boys and Girls Club organization, the County's Field

Nursing Services, Maternal and Child Health programs, the Orange County Asian-Pacific Islander older adult center, and the Senior Outreach Prevention Program. Approximate reach of 18,000 residents.

Mini-grants will be solicited and funding awarded for approximately 18 projects for activities promoting the 5 a Day and physical activity message. Three “mid-size” grants will also be awarded, and one grant to support a “Food on the Run” project in their region.

Twelve Food Stamp offices in the county will receive assistance in providing information and handouts to the *Network* audience. A quarterly display board in each office will be designed and updated by LEAN staff. Additional community sites, such as Farmers’ Markets and ESL classrooms will be contacted to provide similar materials.

ORANGE UNIFIED SCHOOL DISTRICT*LIA—School/District Channel*

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Target Audience

- Ages: PreKindergarten; Grades 1-6
- Ethnicities: Asian (3%); African American (1%); Latino (77%); Caucasian (19%)
- Language: Spanish, Vietnamese, English

Settings

School

Partners

6 partners from: Schools; School Food Service; University of California Cooperative Extension; Heart to Heart Collaborative

Description

Orange Unified School District is a public school district serving grades K-12. It is located in a culturally diverse urban setting in Orange County. Three elementary schools, each with more than 66 percent of their student population on free or reduced lunches, were selected to receive nutrition education services during this initial contract year.

The primary objective during this first year as a LIA is to educate teachers about the *Nutrition Network* goals and to motivate them to integrate nutrition education into their classroom curriculum. Nutrition education instructional materials and a mobile nutrition education center will be purchased to support teachers in their efforts.

Parent education is another project goal. At each of the three target schools a parent workshop will be offered on the connection between nutrition and academic success. Nutrition education newsletters and pamphlets will be distributed throughout the year and a nutrition booth will be a part of the yearly school carnival activities. The Fruit or Vegetable Spin-a-Rama game at a school carnival is a big hit with both parents and students. Everyone who visits the nutrition booth and plays the game receives a banana that is donated by a local grocer.

The school food environment at each of the three target schools will be enhanced by nutrition and physical activities posters placed throughout the school's serving and eating areas. A Breakfast Club will be piloted at two of the schools to encourage students to participate in the school breakfast program.